



***“Air Quality and the Impact of Mobile Sources”***  
***Outreach and Partnerships***  
**PROJECTS 97-99**

EPA's Office of Mobile Sources is charged with reducing air pollution from mobile sources. OMS and its partners in state, local, and regional air and transportation agencies, other federal/state/local agencies, public health and other organizations are working to increase public awareness of air quality, the impact of mobile sources and choices individuals can make to make a difference. Over the past three years, OMS has entered into cooperative agreements and established partnerships with a number of organizations to:

- *provide national support for community-based mobile source public education efforts and,*
- *encourage responsible choices for organizational and individual actions through public education.*

Current outreach projects funded by OMS emphasize transportation choices; education of vehicle owners and drivers of the future; involving youth as problem solvers in mobile source issues; car care and the role of the automotive technician; and, related projects focusing on particulate matter, reduced air pollution from snowmobiles, alternative fuels, on board diagnostics, ozone mapping, small engines and outreach to owners and operators and the public on the impact of heavy duty engines.

**Current OMS/Section 105 Funded Outreach Projects**

The following offers a brief sketch of projects funded through the Office of Mobile Sources, either with Section 105 funding (indicated by year of funding) or projects that are intended to be national in scope, supported by OMS program funding (indicated by an asterisk “\*”). (Note: Some web sites provided offer information on a variety of air quality efforts being undertaken by the funded organization.)

**Transportation Choices**

**“Reusable City” (1997)**

Illinois EPA and the Chicago Museum of Science and Industry

Contact: Betsy Tracey, 217/782-0408, “epa2212@epa.state.il.us”

The project is designed to:

- enhance the air quality and mobile source component of “Reusable City” -- a permanent environmental science exhibit at the Chicago Museum of Science and Industry

- present basic science, describe health effects, explain citizen role in contributing to mobile source emissions, explain "calls to action" such as Ozone Action Days," foster critical problem-solving and decision-making skills
- create "real" meteorological station measuring actual ambient conditions outside the Museum, an interactive learning device (computer with CD ROM) and supporting materials to illustrate the relationship between meteorology and ozone. The user can become an ozone forecaster.
- Ribbon-cutting, June 24, 1998

### **"Screen Seen" (1998)**

Maine Department of Environmental Protection

Judy Landers, 207/287-2437, "judy.landern@state.me.us"

The project includes:

- full screen cinema commercials for "captive" audience of moviegoers
- 20-minute rotation of messages (visual images, trivia questions -- OBD, PM, heavy duty, health message)
- posting of all slides on the "WWW;" Maine will assist states in adapting

### **"Chattanooga Lifestyle Campaign: Improving Chattanooga's Air Quality Through Voluntary Citizen Behavior Change of Transportation Choices" (1997)**

Chattanooga-Hamilton County Air Pollution Control Board

Contact: Bob Colby, 423/867-4321, "colby\_bob@mail.chattanooga.gov"

Working with the Global Action Plan (GAP), the project goal will be to enhance the mobile source component of Chattanooga's Household EcoTeam Project. The project includes:

- 4-month tracking of specific actions to reduce auto emissions through transportation choices in 50 households
- peer support and handbook to support family involvement
- follow up research to determine sustainability of new transportation practices
- two-part national technology transfer -- invitational conference for local, state and federal air quality managers after demonstration period; broad-based outreach through presentations at meetings and conferences

### **"It All Adds Up To Cleaner Air": Transportation/Air Quality Public Information Initiative \***

Contacts: Joann Jackson Stephens (EPA/OMS), 734/214-4276

["jackson-stephens.joann@epa.gov"](mailto:jackson-stephens.joann@epa.gov)

Kathy Daniel (DOT/FHWA), 202/366-6276

["kathleen.daniel@fhwa.dot.gov"](mailto:kathleen.daniel@fhwa.dot.gov)

Abbe Marner (DOT/FTA), 202/366-4317

["abbe.marner@fta.dot.gov"](mailto:abbe.marner@fta.dot.gov)

("www.epa.gov/oms/traq/traqpedo/italladd")

This DOT/EPA collaborative effort is:

- community-based with support from federal agencies to increase public awareness of impact of travel behavior on air quality, and increase driving public's awareness of

alternative modes of transportation and importance of travel choices on traffic congestion and air quality

- built on results from 3 pilot community sites -- Dover, DE; Milwaukee, WI; and San Francisco, CA

- nationally available to 14 Demonstration Communities (received limited grant funding) and more than 60 "Materials Only" Communities in 1999

- designed to include coalition-building, environmental education for youth, production of informational materials for public and media, and evaluation of changes in public awareness and actions

- being conducted in cooperation with the Alliance for Clean Air and Transportation, a national public-private partnership created to address public education on transportation and air quality

### **"Public Outreach on Congestion Relief Pricing and Cash-Out Parking" (1998)**

NY Department of Environmental Conservation/Tri-State Transportation Campaign

Janine Bauer (Tri-State), 212/777-8181, "jbauer@tstc.org"

Dave Shaw (NYDEC), 518/457-7231, "djshaw@gw.dec.state.ny.us"

The project is:

- researching, producing and disseminating educational materials about market based pricing mechanisms to reduce auto travel

- building on work with cash-out parking demo projects and Pricing Project

Implementation on I-287/Tappan Zee Corridor

- sending clear public health message

### **"Air World" -- Interactive Information Kiosk (1997)**

Ventura County Air Pollution Control Board

Contact: Barbara Page, 805/645-1415, "barbara@vcapcd.org"

This initiative:

- created a stand-alone bilingual interactive information kiosk for the public focusing on transportation-related air quality issues with content which reflects national, state and local issues

- produced products including a prototype kiosk (providing other air quality management agencies with 60-70% of actual programming needed to produce a similar kiosk for their citizens - video, graphics, animation) and an instructional handbook

### **"Rideshare," "Smoking Vehicles," Mow Down Smog" (1999)**

Texas Natural Resource Conservation Commission/Alamo Area Council of Governments

Contacts: Mike Fishburn (TNRCC), 512/239-1934, "mfishbur@tntcc.state.tx.us"

Contact: Liza Cardenas (AACOG), 210/362-5213, "[l.cardenas@aacog.dst.tx.us](mailto:l.cardenas@aacog.dst.tx.us)" ("www.aacog.dst.tx.us")

In partnership with the Alamo Area Rideshare Program, "Ridesharing" is designed to:

- encourage commuters through radio and cinema advertisements to consider carpooling as an alternative form of transportation

- educate consumers on the benefits of ride-sharing and trip reduction (cost savings, improved air quality, reduced congestion and enhanced quality of life)

Building on the Texas "Smoking Vehicle Program, "Smoking Vehicles":

- educates the public that vehicle smoke which is polluting the air is a result of mechanical problems

- encourages the public to call in license plates numbers of smoking vehicles triggering a letter and response card to the motorist advising of the smoking vehicle report

- informs the public through billboards on major highways

"Mown Down Smog" is:

- a cash voucher program to encourage the public to trade in gasoline-powered lawn mowers for electric mowers

### **"Neighborhood Transportation Choices" (1999)**

Spokane County Air Pollution Control Authority

Contact: Lisa Woodard, 509/477-4727 x115, ["publicinfo@scapca.org"](mailto:publicinfo@scapca.org)

This project is designed to:

- create a sustainable, neighborhood-based education and outreach effort

- focus on personal as well as commuter trips

- produce informational materials including video and neighborhood action kits

- achieve an overall 10-15% reduction in weekly vehicle miles traveled, vehicle trips and auto emissions

- improve air quality and public health by making safe and smart car use second nature for families as recycling is now

### **"Commuter Choice" \***

American Management Association (AMA)

Contacts: Courtney Brockman, 202/347-1977, ["cbrockman@amanet.org"](mailto:cbrockman@amanet.org)

("www.amanet.org")

Outreach support to the Commuter Choice program will include:

- a coalition of companies and organizations involved in Commuter Choice

- a website to provide an array of information

- a committee of representatives from key agencies to accomplish the objectives of the program

### **"Reducing Cold Starts/Diesel Emissions" (1999)**

New York Department of Environmental Conservation/Tri-State Transportation Campaign

Contacts: Dave Shaw (NYDEC), 518/457-7231, ["djshaw@gw.dec.state.ny.us"](mailto:djshaw@gw.dec.state.ny.us)

Janine Bauer (Tri-State), 212-268-7474, ["jbauer@tstc.org"](mailto:jbauer@tstc.org)

("www.tstc.org")

The project is designed to:

- raise awareness among a wide variety of audiences of the air quality impacts of cold automobile engine starts and diesel soot from trucks

- educate and motivate through media, posters, community meetings, Earth Day handouts and other known effective outreach mechanisms

- encourage people who live near and use train stations to walk or bike, reducing pollution from cars and trucks through avoided trips, cleaner fuels and mode shifts

### **“Clean Air Fair 2000” Community Outreach Program (1999)**

Mojave Desert Air Quality Management District

Contact: Violette Roberts, 760/245-1661 x 6104, [vroberts@mdaqmd.ca.gov](mailto:vroberts@mdaqmd.ca.gov)

([www.mdaqmd.ca.gov](http://www.mdaqmd.ca.gov))

The project is:

- promoting public awareness about mobile sources, air quality and public health
- developing and providing educational tools needed for the public to make informed decisions regarding purchase and use of mobile sources (car care, smog checks, less polluting lawn equipment, natural gas vehicles)
- launching a comprehensive marketing campaign to increase attendance at annual “Clean Air Fair”
- designed to serve as a blueprint for other communities

### **INVOLVING YOUTH IN MOBILE SOURCE ISSUES**

#### **“Let Kid Lead: Youth VMT Initiative” [Creating Community-Based Solutions to Community-Defined Problems] \***

Academy for Educational Development (AED)

Contacts: Bill Smith, 202/884-8750, [bsmith@aed.org](mailto:bsmith@aed.org)

Rick Bossi, 202/884-8898, [rbossi@aed.org](mailto:rbossi@aed.org)

([www.letkidslead.org/home.html](http://www.letkidslead.org/home.html)) ([www.aed.org](http://www.aed.org))

The purpose of this youth-based program, which has entered into partnership with Kansas City, Tampa and Boston as its pilot sites is to:

- create a replicable and sustainable program for involving youth and families in reducing growth in vehicle miles traveled (VMT)
- enable youth to communicate about travel choices, solve problems and make sound travel decisions to minimize VMT
- share successful practices, lessons learned and tools developed in the pilot sites with other communities
- serve as a blueprint for communities interested in including a youth component in efforts to reduce growth of VMT

#### **“Easy Breathers” (1998)**

Wisconsin Department of Natural Resources

Sara Burr, 608/266-2621, [burrs@dnr.state.wi.us](mailto:burrs@dnr.state.wi.us)

([www.dnr.state.wi.us](http://www.dnr.state.wi.us))

The project is:

- a national educational effort focusing on the science of mobile sources
- raising awareness and understanding high schools, technical and community colleges and business communities

- being integrated/coordinated with the Wisconsin Partners for Clean Air (involved in pilot activities for transportation/air quality initiative) and the “Cleaner Cars” driver education curriculum module developed by the Environmental Health Center
- a multimedia approach (interactive CD, poster, research materials, link to websites)

**“Smog City: Interactive Air Pollution Simulator” (“[www.smogcity.com](http://www.smogcity.com)”) (1998)**

Sacramento Metropolitan Air Quality Management District

Contact: Kerry Shearer, 916/386-6180, “[cleanair@sna.com](mailto:cleanair@sna.com)”

(“[www.sparetheair.com](http://www.sparetheair.com)”)

“Smog City” is:

- designed for users to manipulate multiple on-screen controls with their mouse to control variables within “Smog City,” and the simulation will be able to respond to that input based information
- colorful, challenging, completely interactive, instantly applicable in the classroom

**“I Can See for Miles” (1999)**

Jefferson County Department of Health/Jefferson County Department of Environmental Protection (Alabama)

Contacts: Sam Bell (JCDH), 205/930-1366, “[sbell@jcdh.org](mailto:sbell@jcdh.org)”

Mike Higginbotham (JCDEP), 205/325-8712,

“[higginbotham@jcc.co.jefferson.al.us](mailto:higginbotham@jcc.co.jefferson.al.us)”

“I Can See for Miles”:

- began with a Family Bike Day
- is taking the message of mobile source reductions to children and youth attending summer camps
- includes development of an ozone website directed at students

**EDUCATING FUTURE DRIVERS AND CONSUMERS**

**“Cleaner Cars Module: An Initiative to Encourage Responsible Car Maintenance and Driving Habits Among Future Drivers.” \***

Environmental Health Center (National Safety Council)

Contact: Bud Ward, 202/974-2461, “[wardb@nsc.org](mailto:wardb@nsc.org)”

(“[www.nsc.org/ehc/mse.htm](http://www.nsc.org/ehc/mse.htm)”)

Networking and coordinating with other similar projects across the country, this effort has:

- developed a driver education curriculum module for new drivers linking benefits of responsible maintenance to responsible driving for use in 3000+ public and private driver education programs nationwide
- Products including teacher plans, exercises, information wheel, interactive CD ROM, overheads
- Available now!

**NESCAUM Driver Education Pilot of “Cleaner Cars Module” \***

Contact: Ginger Lawrence, 617/367-8540, "[glawrence@nescaum.org](mailto:glawrence@nescaum.org)"  
("www.nescaum.org")

This effort:

- piloted the driver education curriculum module developed by the Environmental Health Center (see above) in several cities in the northeast

#### **"I.D.L.E. in Dade" (1997)**

Dade County Department of Environmental Resources Management

Contact: Kristin Buch, 305/372-6895, "[kbuch@co.miami-dade.fl.us](mailto:kbuch@co.miami-dade.fl.us)"

The program:

- educates new drivers on the air quality impacts of driving, use of alternative fuels and transportation choices
- encourages responsible maintenance and driving practices
- teach critical-thinking, problem-solving, and decision-making skills through educational videos, informational handouts, creative hands-on demonstrations and design contests

#### **"A Fresh Breath: Transportation Education for a Pollution-Free Tomorrow"/Annual *Tour de Sol* \* (1998-2000)**

Northeast Sustainable Energy Association (NESEA)

Contacts: Chris Mason, 413/774-6051, "[cmason@nesea.org](mailto:cmason@nesea.org)"

Nancy Hazard, 413/774-6051, "[nhazard@nesea.org](mailto:nhazard@nesea.org)"

("www.nesea.org/transp-home.htm")

Designed as a teacher training course, these projects:

- create educational resources that bring issues of transportation and the environment into middle school classrooms
- are delivered through workshops which get young people involved in making informed and environmentally sound transportation choices, and
- the annual *Tour de Sol*, US electric vehicle championship (which will travel from New York to Washington DC May 12-19, 2000)

#### **"Going Places, Making Choices: Transportation and the Environment" \***

National 4-H Council

Contact: Cindy Sturtevant, 301/961-2965, "[csturtevant@fourhcouncil.edu](mailto:csturtevant@fourhcouncil.edu)"

("www.fourhcouncil.edu/whatsnew/utop.htm")

This project:

- supports effective distribution of an existing transportation/air quality/climate change curriculum to help high school age youth understand and respond to real life issues of transportation and personal mobility choices affecting their quality of life
- has distributed more than 3,000 copies of the curriculum

#### **DEALING WITH IN -USE EMISSIONS**

#### **"On Board Diagnostics II - Outreach to Technicians and Consumers" (1998)**

Utah Department of Air Quality/Division of Air Quality



Bill Colbert (Utah DAQ), 801/536-4423, "[bcolbert@deq.state.ut.us](mailto:bcolbert@deq.state.ut.us)"  
Joe Thomas (Weber State University), 801/536-4175,  
["jthomas@deq.state.ut.us"](mailto:jthomas@deq.state.ut.us)  
("www.eq.state.ut.us/eqair/aq\_home.htm")

The national OBDII Trainer the Trainer Workshop Series is:

- designed to on 2 tracks to support state I/M regulators and technical and communication staff (Technical Track and Public Awareness Track)

**"OBD Training Course for Technicians" \***

Service Technicians Society (STS)  
Contact: 412/772-7166

STS is:

- Developing a training course on-board diagnostic systems for technicians. The video will be completed in mid-2000.

**"Motivating Timely Repair of Vehicles not subject to I/M through Remote Sensing, Public Outreach, and Repair Community Incentives" (1998)**

Oregon Department of Environmental Quality  
Contact: Nina DeConcini (Oregon DEQ), 503/229-6788,  
["deconcini.nina@deq.state.or.us"](mailto:deconcini.nina@deq.state.or.us)  
Ken Mays (Central Oregon Community College), 541/383-7753

This project will:

- raise awareness of highly polluting vehicles and their impact on public health
- motivate community actions to encourage repair of high emitting vehicles NOT subject to I/M
- mobilize the repair industry to offer repair incentives for vehicles identified as high emitters
- stimulate communities to use resources to promote and evaluate effectiveness of the program

**"Car Care for Clean Air" Pilot Project\***

Contact: Bill Colbert, Utah DAQ 801/536-4423, "[bcolbert@deq.state.ut.us](mailto:bcolbert@deq.state.ut.us)"  
("www.eq.state.ut.us/eqair/aq\_home.htm")

This pilot project was designed to:

- raise public awareness of ways in which automotive *service* affects air quality
- create coalitions to identify ways to improve vehicle maintenance practices -- elevating the number, skill sets, performance and image of vehicle maintenance technicians
- encourage environmentally-sound transportation choices in anticipation of 2002 Olympics and beyond

**"The Air Repair Communications Project" (1997)**

Missouri Department of Natural Resources  
Contact: Kerry Cordray, 573-751-4817, "[nrcordk@mail.dnr.mo.us](mailto:nrcordk@mail.dnr.mo.us)"  
("www.dnr.state.mo.us")

A bi-state effort in partnership with the American Lung Association of Eastern Missouri,



the "Air Repair Communications Project" is:

- focusing on enhanced inspection and maintenance
- based on extensive market research
- creating replicable materials including media kits, psas, exhibits, articles for newsletters, brochure to educate on enhanced I/M, theater screen slides, video to be distributed through Blockbuster;
- undertaking activities including car care clinics, community presentations, training and materials development for transportation management associations, participation at commuter fairs, open houses for public information exchange; make I/M program information available through posting on the WWW and other outreach tools

## **ALTERNATIVE FUELS**

### **"EVs for Tourists in Martha's Vineyard"(1999)**

Massachusetts Department of Environmental Protection

Contact: Kristin MacFadyen, 617/556-1135, "[kristin.macfadyen@state.ma.us](mailto:kristin.macfadyen@state.ma.us)"

The project was designed:

- as a pilot project to promote the use of electric vehicles and bring visibility to alternative fuels
- to create a display and educational events agenda
- improve air quality by displacing gasoline vehicles with electric vehicles
- educate auto technician students about alternative fuels and show successful and practical applications of electric vehicle repair
- prove by example that electric vehicles are a real world solution to dirty air

### **"Clean Fuel Fleets" - "One Stop" Information Resource Program (1999)**

Georgia Department of Natural Resources/Clean Air Campaign/Clean Cities

Contacts: William Cook (GA DNR) , 404/362-2781,

["william\\_cook@mail.dnr.state.ga.us"](mailto:william_cook@mail.dnr.state.ga.us)

Kent Igleheart (Clean Air Campaign), 404/524-4400, "[kai@4cleanair.com](mailto:kai@4cleanair.com)"  
("[www.4cleanair.com](http://www.4cleanair.com)")

This project will:

- use a variety of tools to reach different audiences, including fleet operators and the general public
- create tools to include an interactive CD ROM, a "one stop" website, a national toll-free hotline, fleet managers' workshop, newsletters, fax alerts and theater slides

## **HEAVY DUTY**

### **" Heavy Duty Vehicle Emission Reduction Outreach Program" (1998)**

San Joaquin Valley United Air Pollution Control District

Contact: Dave Mitchell/Janis Parker, 209/497-1075, "[sjvuapcd@psnw.com](mailto:sjvuapcd@psnw.com)"

This comprehensive marketing program is:

- targeting owners/operators of heavy duty on-road and non-road engines and demonstrating operating advantages

- informing potential participants of all available local, state, and federal incentives for using clean technology
- participating in annual Tulare Farm and Equipment Show (display/product show and breakout session)

## **OFF ROAD**

### **“Clean Snowmobiles: Workshops, Challenge 2000, and Partnerships” (1999)**

Montana Department of Environmental Quality

Contact: Howard Haines, 406/444-6773, [hhaines@state.mt.us](mailto:hhaines@state.mt.us)

([www.sae.org/students/snowfact.htm](http://www.sae.org/students/snowfact.htm) [www.sae.org/students/snownews.htm](http://www.sae.org/students/snownews.htm))

The partnerships will:

- build on results from recent technical studies that reduce emissions from snowmobiles
- develop an education effort targeted at voluntary public use of pollution reducing technologies
- support a clean snowmobile design competition (in partnership with the Society of Automotive Engineers)
- establish a regional clearinghouse for relevant technologies

## **SMALL ENGINES**

### **“Cash for Clippers” (1997)**

Maryland Department of the Environment

Contact: Tad Aburn, 410/631-3245. [gaburn@mde.state.md.us](mailto:gaburn@mde.state.md.us)

This program:

- educated consumers about pollution prevention, ground-level ozone, MDE's forecasting program, and the impact of lawn and garden equipment
- offered rebates toward purchase of non-gasoline powered lawn mowers
- developed economic incentives to prevent pollution, foster creativity and innovation within the private and public sectors

## **ENVIRONMENTAL JUSTICE**

### **“Outreach to Hispanic and Chinese Communities” (1999)**

Bay Area Air Quality Management District

Contact: Theresa Lee, 415/749-4905, [tlee@baaqmd.gov](mailto:tlee@baaqmd.gov)

The project will:

- begin with development of “trial” messages for radio and television focusing on the relationship of mobile sources, air quality and health, the importance of proper car maintenance, and advantages of carpooling

- include focus groups, production and placement of ads
- be designed for hand off to other communities

## **PROGRAMS IN SUPPORT OF NAAQS**

### **“Air Pollution, Motor Vehicles and Public Health”\***

American Lung Association (ALA)

Contact: Katherine Pruitt, 202/785-3355, ["kpruitt@lungusa.org"](mailto:kpruitt@lungusa.org)

(["www.lungusa.org"](http://www.lungusa.org))

Mini-grants provided to 15 local lung associations (through ALA competitive process) for public education efforts which address **a wide range of mobile source issues**.

Projects are designed to:

- send a strong public health message focused on children and asthma designed to raise public awareness of air quality and the impact of mobile sources
- be implemented in ozone season 2000

### **“Integrate the Televised Ozone Map with Mobile Source Outreach Initiatives”**

(1997)

NESCAUM/MARAMA/OTC Collaboration

Contact: Ginger Lawrence, NESCAUM, 617/367-8540

(["www.nescaum.org"](http://www.nescaum.org))

This project:

- expanded the scope of the animated ozone map to 14 states+ represented by NESCAUM, MARAMA and OTC
- encourages region-wide distribution and use of the map, conduct public outreach to inform and motivate voluntary mobile source ozone abatement actions, and development of outreach materials for meteorologists and the public
- provides technical assistance to other regions of the country interested in the benefits of ozone mapping and forecasting, through creation of a web site and other outreach activities

### **Ozone and Particulate Matter Outreach\***

STAPPA/ALAPCO

Contact: David Wallenberg, 202/624-7864, ['davew@sso.org'](mailto:davew@sso.org)

(["www.4cleanair.org"](http://www.4cleanair.org))

STAPPA/ALAPCO is developing dynamic education and outreach materials to help state and local air agencies communicate the ozone and PM decisions and potential implications to elected officials, the media and the public. The project:

- produced and distributed an informational video on PM 2.5 - “Small Town Saves World” to every state and local air agency. The video is designed to educate important constituents including state and local elected officials, civic and business groups and high school and college students.

EPA Contact: Susan Bullard  
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